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ABSTRACT

Written for administrators of early childhood program centers, this book offers tips on how to increase enrollment. The book offers suggestions rather than a theoretical overview or a comprehensive marketing strategy. Suggestions offered include: (1) Offer a quality program; (2) be aware of your target market; (3) make your program unique; (4) develop a place for your program in the community and articulate this place to interested parents; and (5) use the ideas in this book to develop a plan which works best for your program. Tips offered include: (1) develop identifying materials such as business cards, stationery, and name badges for teachers and students; (2) promote your program through pamphlets, special events, and alumni and community newsletters; (3) talk to real estate agents, community agencies, and relevant businesses about acquiring referrals of new parents and of parents just moving into the area; (4) do whatever possible to make the enrollment process comfortable for parents and children; and (5) develop a plan of action relevant to your center's needs. (Includes 3 appendices: a parent inquiry form, a worksheet for benefits and features, and a worksheet for developing a plan of action.) (JW)

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